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ABSTRACT

The need for higher education institutions in the U.S. and foreign countries to engage in an exchange of students, faculty members, and educational and cultural information is stressed. The current program of exchanging student and faculty members in Japan and the U.S. is summarized. The use of the College and University Partnership Program (CUPP) is recommended as a way to improve the current exchange program with Japan. The CUPP program is described as a program that will involve, for the first time, the lesser known, "grassroots" institutions in the Japan-U.S. exchange program. CUPP pilot exchange programs between 11 Japanese and American institutions and the CUPP program administration are described. In addition to the study program, Japanese exchange students also participate in a 2-week homestay and a community visit called the "American Heritage Program." This program is also discussed. (SPG)

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COLLEGE & UNIVERSITY PARTNERSHIP PROGRAM, INC. **CUPP**

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AN EXCHANGE IDEA WHOSE TIME HAS COME

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THE COLLEGE AND UNIVERSITY PARTNERSHIP PROGRAM (CUPP)

An Exchange Idea Whose Time Has Come

I
RATIONALE FOR THE PARTNERSHIP PROGRAM

With the increasing need for interdependence among nations, institutions of higher education in the U.S. and foreign nations should be involved in educational partnerships that transcend political, national, and racial limitations. Colleges and universities should unite across geographical boundaries for the exchange of students, faculty members, and educational and cultural information.

A need exists to develop among students, faculty, and administrators an understanding of each other's culture, scholarship, and artistry. But before understanding can occur, bridges of information and friendship must be built that will enable schools to cooperate with one another on a selective basis. Colleges and universities that wish to participate in overseas exchange programs involving the interaction of their constituents must be identified. Institutions that have not previously participated in cooperative international endeavors should be challenged to seek opportunities that will enlarge the impact of their cultural as well as their academic programs. Students in these institutions would profit intellectually and socially from participation in instructional and cultural programs resulting from an international emphasis.

II
DESCRIPTION OF THE JAPAN-UNITED STATES PROGRAM

International educational planners stress that students and faculty members in Japan and the U.S. should have received greater benefits from the vast funding of international programs since World War II. In fact, the funding in recent years may have had a counter-effect on relationships between Japan and the U.S. and may have actually impeded international understanding by benefitting only limited numbers of participants in the well-known universities in America. While limited numbers of institutions receive generous grants for Asian studies, hundreds of private colleges and regional state universities have not received financial encouragement for the development of even modest exchange programs. The need for exchange activity between the lesser-known, "grassroots" institutions has been established in research in Japan and America.

The Partnership Program will involve such institutions in meaningful exchange programs for the first time in the history of the two nations. Data from institutions interested in developing exchange programs will be secured and will include such variables as enrolment, type of institution, location,

populations served, numbers of graduates, and academic offerings. Additional information will be gathered through interviews and conferences with participating schools. Data will be analyzed to establish institutional profiles from respondents, and institutions in the two nations will be matched on the variables and subsequently paired for educational partnerships. If variable matching does not yield possibilities for some schools, matching will be achieved through exploration of other options.

In Partnership Programs, academic interests and cultural projects will be emphasized with a focus on undergraduate student participation. Programs are planned in international trade, aeronautics, pharmacy, education, and agriculture, as well as projects in art, music, and sports. In the initial phase, CUPP programs are planned for university group exchange visits to overseas sister institutions for a duration of one month which will include homestay programs. Limited English language instruction is planned for Japanese students coming to American campuses.

III
CUPP FEASIBILITY STUDY

Carl M. Halvarson, Founding Director and President of CUPP, Inc., has maintained a twenty-five year relationship with Japan, including a ten year residency. He conducted preliminary research in Japan during 1975-77 for development of the new exchange concept. Dr. John R. Petry, research associate in Memphis State University College of Education and consultant to CUPP, has provided assistance in project planning and proposal preparation. CUPP proposals for funding have been sent to the Japan-United States Friendship Commission in Washington, D.C., foundations, and other funding agencies. In 1976, Mr. Halvarson was an observer at the eighth meeting of the Japan-U.S. Conference on Educational and Cultural Interchange (CULCON) held in Washington. CUPP proposals have received Tennessee Congressional support, and U.S. Senator Jim Sasser stated: "I am particularly impressed with CUPP's efforts to bring together institutions in smaller communities for the development of educational and cultural programs. The benefits of such a program could have many far-reaching effects."

During 1976-77, Mr. Halvarson continued research in Japan with conferences and interviews with numerous individuals including: Hidemi Kon, President of the Japan Foundation; Koichi Igarashi, Chief, Student Exchange Division, Japanese Ministry of Education; Ellen Mashiko, Counseling Officer, U.S. Educational Commission in Japan; Kazuyoshi Ishizaka, Executive Director, Bank of Japan; Donald Worth, Academic Dean, International Christian University; Francis B. Tenny, Counselor of Public Affairs, USIS, U.S. Embassy, Tokyo (now Executive Director of the Japan-U.S. Friendship Commission); Reikichi Kojima, Secretary General, Japan Municipal League for International Friendship, Sister Cities International; James L. Stewart, Liaison

Representative in Japan for the Asia Foundation; and Mikio Kato, Program Officer, the International House of Japan. Key Japanese leaders in private sectors of business, education, and international organizations have been identified for administrative and financial commitments to the Partnership Program.

IV
CUPP PILOT PROGRAMS IN AMERICA

During 1976-77, pilot exchange programs were completed between eleven Japanese and American institutions:

1. Kanto Gakuin University, Yokohama (private)
   Linfield College, McMinnville, Oregon (private)

PROGRAM: Twenty-eight students and five faculty members from Kanto Gakuin University visited Linfield College for ten days in July, 1976. The Japanese school baseball team played exhibition games in Oregon, and faculty members of both institutions conducted conferences to plan educational partnership programs following the signing of a formal agreement on the Linfield campus. In June, 1977, twenty Linfield college students with professor leaders returned the exchange visit in a five-week academic and cultural program in Japan.

2. Chuo Gakuin University, Abiko, Japan (private)
   Memphis State University, Memphis, Tennessee (public)

PROGRAM: The Presidents of both institutions met in Memphis June 30, 1976, to sign an exchange agreement. Twenty-nine students and four faculty members from Chuo Gakuin University visited MSU in July, 1976 for a three-week program in American studies including a homestay and tours in the region. Another Chuo Gakuin group visited MSU in July, 1977. The two schools will develop exchange programs in international trade, and MSU faculty representatives from the College of Business have been sent to Japan. In April, 1977 the Dean of the College of Business participated in the Tenth anniversary of Chuo Gakuin.

3. Hirosaki University, Hirosaki, Japan (public)
   University of Tennessee at Martin, Martin, Tennessee (public)

PROGRAM: Sixteen students and three professors from Hirosaki University visited the UT Martin campus in July, 1976 for a two-week intensive English institute with lectures in American history and social studies. They participated in a homestay program that included historical and scenic tours in two states. Prior to the exchange program, a representative from Hirosaki University visited the UT Martin campus. UTM sent the Director of International Education to the Japanese University in November, 1976, and UTM has offered a scholarship in gymnastics to a Hirosaki University student.

4. Hirosaki University Medical School, Hirosaki, Japan (public)
   Univ. of Tennessee Center for Health Science, Memphis (public)

PROGRAM: The Hirosaki University Medical School sent a professor to the UT Center for Health Sciences in July, 1976 to begin an

exchange of medical information, and a UT medical school professor visited the Hirosaki University Medical School in late 1976.

5. Hosei University, Tokyo (private)
   Austin Peay State University, Clarksville, Tenn. (public)

PROGRAM: CUPP sponsored the first summer tour in the U.S. for Hosei University, one of the six largest universities in Japan. Sixteen students and one professor visited the Austin Peay State University campus for a one-week educational program, followed by a two-week homestay and cultural program in Tennessee and Texas.

6. Aikoku Junior College, Tokyo (private)
   Union University, Jackson, Tennessee (private)

PROGRAM: The two institutions signed a formal partnership agreement in 1974, and the Tokyo junior college has sent students to the Union campus each summer for cultural visits, homestay programs, and instruction in English conversation. Representatives from Union University have visited Aikoku College in Tokyo on numerous occasions. The Tokyo school presented 100 Japanese cherry trees to Union in 1975 at the dedication of a new campus in Jackson, as a symbol of friendship and peace between our two nations.

V PARTNERSHIP PROGRAM ADMINISTRATION

The Partnership Program functions through a Secretariat located in Memphis, Tennessee, and is administered by officers and regional directors in the United States. CUPP is incorporated as a non-profit organization and has recognition of tax exemption under the Internal Revenue Code, Section 501 (c) (3), and as a publicly supported corporation as described in IRS Section 170 (b) (1) (A) (vi) and 509 (a) (1). The Japan-U.S. Friendship Commission, Washington, D. C., has provided a $50,000 grant for the CUPP 1977-79 operational budget.

In Japan, James L. Stewart, Liaison Representative for the Asia Foundation, is Advisor to CUPP. The International House of Japan, a private non-profit educational and cultural organization located in Tokyo, provides liaison in Japan. CUPP will also cooperate with the Japan Municipal League for International Friendship, Sister Cities International. An Advisory Committee in Japan represents CUPP interests and programs and provides coordination in the bilateral exchange project.

THE AMERICAN HERITAGE PROGRAM

A Community Homestay Visit

BRINGING PEOPLE TOGETHER

The primary purpose of CUPP is to establish programs of exchange of persons between citizens of the United States and foreign countries. In developing higher education partnerships between nations, CUPP plans broad cultural experiences for the overseas visitor in American communities and homes. The initial Partnership Programs have begun with Japan, and Japanese students coming to the U.S. usually participate in a three-week tour: a one-week study program on an American campus and a two-week homestay and community visit called the "American Heritage Program." Rather than develop long-range academic programs in the initial phase, CUPP plans, through short-term visits, to make international communication available to local citizens and students of undergraduate colleges and regional state universities.

A FAMILY EXPERIENCE

In the concept of bringing people together, CUPP has programs to promote and develop the volunteer efforts of U.S. citizens in providing hospitality and other services for foreign visitors. The community homestay visit is crucial to an understanding of the American culture by overseas students. Host families are selected who have genuine interest in world affairs and who wish to participate in an international venture of friendship and cooperation. CUPP approves homes in which there is a commitment to the American heritage and a recognition of discipline, values, and moral standards as well as an awareness of differences in American and foreign behavioral patterns. A belief in the American heritage of religious and political freedom, the work ethic, community service, and in standards of health, education, and morality are some criteria for the selection of community host families. Attendance at church services helps the overseas guest understand the importance of the worship of God in the lives of individuals and families in America.

THE AMERICAN VOLUNTEER

The sponsors and hosts for the community homestay program are churches, service clubs, and other organizations with interest and experience in foreign visitor programs. The host families, in cooperation with CUPP and local organizations, plan a variety of experiences for the visiting students. These include tours to scenic areas, historical sites, industrial parks, museums, and schools. Other community activities include national league baseball games, concerts, theater, and western rodeos. The community sponsors and host families accept the overseas students on a completely volunteer basis, and provide food, lodging, and other hospitality for a one-week homestay visit.

The CUPP American Heritage Program introduces foreign visitors to America through the family and community. The Partnership Program is planned where it will do the most good--on the local community level. The American home experience is part of the larger CUPP concept to bring people together for international understanding, friendship, and peace.

RESUME: CARL M. HALVARSON
Founding Director and President, College & University Partnership Program

PROFESSIONAL BACKGROUND:

M.A., Educational Administration, Ed.S., Higher Education, George Peabody College for Teachers. Graduate of the Tokyo School of the Japanese Language. 1975-76, educational exchange consultant in Japan; 1969-75, Assistant to the President and Director of New Campus Planning, Union University, Jackson, Tenn.; 1960-69, higher education administrator in California and Tennessee, specialist and writer in public relations, development, and new campus planning.

INTERNATIONAL CONCERNS:

Resident of Japan, 1952-60 (employed by Foreign Mission Board, Southern Baptist Convention), and 1975-76; charter and honorary member of the Lions Club of Japan; initiator of Halvarson Eye Foundation, Aomori City, Japan; recipient of 1976 national award from the Aomori Prefecture Tooh Nippo newspaper for contributions to international understanding and peace, 1956-1976; member of International Association of Educators for World Peace and delegate to IAEWP Second Asian Congress in Japan, 1976; member of People-to-People International; advisor to international students on American college campuses during 1960-75; negotiator for educational partnership agreements between Japan and United States higher education institutions.

REFERENCE: Dr. Robert E. Craig, President, Union University, Jackson, Tenn. 38301
RESIDENCE: 11 Driftwood Cove, Jackson, Tennessee 38301

RESUME: JOHN R. PETRY
Consultant to the Partnership Program; Research Associate, Bureau of Educational Research, and Assistant Professor, College of Education, Memphis State University, Memphis, Tennessee

PROFESSIONAL BACKGROUND:

Ed.D., George Peabody College for Teachers. 1966-77, Research Specialist in Higher Education, Memphis State University; education grant proposal writer; administrator of U.S.O.E. funded research projects and education programs; teacher in higher education and foundations of education; editor of professional publications; director, Career Guidance Institute for National Alliance of Businessmen, 1972 and 1973; lecturer in higher education in Japan, 1974, 1975, and 1976.

INTERNATIONAL CONCERNS:

Founder of People-to-People Chapter, Memphis, Tennessee; past president of International Group of Memphis, Inc.; U.S. negotiator of university partnership agreement between Memphis State University and Chuo Gakuin University in Japan, and coordinator of exchange programs between the University of Tennessee Center for the Health Sciences, the University of Tennessee at Martin, and Hirosaki University, Japan; member of "Memphis-in-May" international festival steering committee; Chancellor, North America, International Association of Educators for World Peace, 1976-77; lecturer in Memphis State University program for Japanese students, 1976, 1977; director of AID seminars in Memphis, 1971, 1972.

RESIDENCE: 3120 Domar Street, Memphis, Tennessee 38118